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U. S. DEPARTMENT OF AGRICULTURE

Consumer PURCHASES OF FRUITS AND JUICES

in May
1953



UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.
June 1953

FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN MAY 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length

SUMMARY

Householders bought about 10 percent more frozen concentrated orange juice in May 1953 than in the same month last year, and about the same amount of fresh oranges. Purchases of canned single-strength orange juice, however, were down about 10 percent. Combined purchases of fresh oranges, frozen concentrated orange juice and canned single strength orange juice in May were equivalent to about 7,000,000 boxes of fruit, practically the same as a year earlier. Although householders' purchases of fresh oranges were about equal to those of May 1952, they bought about 50 percent more California-Arizona oranges and about 25 percent less Florida oranges. California-Arizona oranges were in greater supply than last May while fewer Florida oranges were available.

Prices paid by consumers for California-Arizona oranges averaged 41 cents per dozen, almost unchanged from a year ago, while the 37 cents paid for Florida oranges was a slight increase. Frozen orange juice was 1 cent higher per 6-ounce can and canned orange juice was up 6 cents per 46-ounce can.

Purchases of canned "single-strength" orangeade were unchanged from April, totaling 330,000 cases during the month. Prices paid for a 46-ounce can of orangeade averaged 28 cents, 3 cents below canned orange juice.

Household purchases of fresh grapefruit totaled almost 1,450,000 boxes during May, about one-fifth less than in April, or in May last year. About 766,000 cases of canned single-strength grapefruit juice were purchased, nearly one-third less than in May last year. Combined purchases of grapefruit and grapefruit juice were equivalent to almost 2,200,000 boxes of fruit, down more than a fifth from a year ago. Prices paid for Florida grapefruit and canned grapefruit juice, however, were up considerably from last year's levels.

Purchases of fresh lemons, lemon juice, and concentrate for lemonade by householders in May were equal to 475,000 boxes of fresh fruit, 30,000 boxes more than in May a year ago. This gain resulted from larger purchases of concentrate for lemonade. Prices paid for fresh lemons averaged 43 cents per dozen, down slightly from last May, while canned lemon juice averaged almost 12 cents per 5½-ounce can, up about 2 cents. The average prices paid for shelf pack and frozen concentrates for lemonade, 15.6 cents and 16.7 cents respectively per 6-ounces, also were up about 2 cents from a year ago.

Purchases of canned single-strength juices by householders in May equalled almost 7,400,000 cases of No. 2 cans, about 300,000 less than a year ago. Larger purchases of tomato, prune, and grape juices almost offset the smaller purchases of all canned citrus juices and pineapple juice. Prices paid for most canned single-strength juices were higher than a year ago. Prices of canned citrus juices rose most.

Householders bought about 5,330 tons of dried prunes in May, nearly 5 percent more than in the same month last year. More families bought dried prunes than a year ago. Prices paid averaged 26.6 cents per pound—2 cents higher than last May. Purchases of dried apricots were almost unchanged from last May. The average price paid was 72 cents per pound—up 8 cents from last year. Purchases of dried peaches were up slightly although prices averaged higher.

FROZEN JUICES AND ADES

Frozen concentrated orange juice purchases by householders amounted to 4,260,000 gallons during May 1953, almost unchanged from the average of the 3 preceding months (fig. 4). Compared with May last year, purchases were up by only about one-tenth. This is the smallest percentage increase for any month so far compared with the corresponding month a year earlier.

Prices consumers paid for frozen orange juice were about 1 cent higher than a year ago, averaging 15.9 cents per 6-ounce can during the month. The proportion of families buying was also up slightly--about 28 percent, compared with 26 percent a year earlier (table 2). During the past 4 months both the average price and the proportion of families buying have remained relatively stable.

Householders purchasing frozen orange juice during May averaged buying about $7\frac{1}{4}$ cans each (6-ounce cans). That was nearly half a can more than in the same month last year.

For the 8-month period October 1952 - May 1953, consumer purchases of frozen orange juice exceeded those of a year earlier by almost one-third. The greater part of this gain, however, occurred in the earlier months of this period when purchases were substantially above those of a year earlier.

About one-third more frozen concentrated grape juice was bought by householders during May than in the same month a year ago (table 2). According to householders' reports, purchases totaled about 240,000 gallons. The average paid for frozen grape juice was about 21.4 cents per 6-ounce can, approximately the same as in May last year.

Householders bought more than half again as much frozen concentrate for lemonade this May than last, purchases totaling about 335,000 gallons. This increase resulted both from more families purchasing and larger purchases per buying family. Purchases were also double those in April. Prices paid for frozen concentrated lemonade averaged 16.7 cents per 6-ounce can, nearly 2 cents higher than during May last year (table 2).

For the period November 1952 - May 1953, consumer purchases of frozen concentrated lemonade were up about one-fourth over the corresponding period a year ago. During these months prices consumers reported paying per 6-ounce can averaged about $1\frac{1}{2}$ cents higher than in the previous year.

Purchases of canned "single-strength" orangeade by householders totaled 330,000 cases of 24 No. 2 cans, practically unchanged from April. These purchases were about one-fourth as large as those of canned single-strength orange juice during the month (table 1). Consumers paid an average of 28.2 cents per 46-ounce can for canned orangeade, almost 3 cents below the average paid for canned orange juice.

During May about 170,000 gallons of shelf pack concentrate for orangeade were purchased at an average price of 16 cents per 6-ounce can (table 2). This represented a slight decrease in purchases, although prices paid were about unchanged.

CANNED JUICES

Total purchases of canned single-strength juices by householders were equal to almost 7,400,000 cases of No. 2 cans during May 1953, compared with 7,700,000 cases a year earlier (table 1). Larger purchases of tomato, prune and grape juices than in May 1952 almost off-set smaller purchases of all citrus juices and pineapple juice. Prices paid for all canned single-strength juices averaged almost the same as in April, and generally were higher than a year earlier.

Householders bought about 1,400,000 cases (equivalent No. 2 cans) of canned single-strength orange juice during May. This volume was down more than one-tenth from a year earlier (fig. 5). Families buying canned orange juice during the month however, averaged buying the same amount as in May 1952—about 2-1/3 of the 46-ounce cans per family—but fewer families bought canned orange juice. Householders paid an average of almost 31 cents per 46-ounce can for orange juice during May, compared with 25 cents a year earlier. The average price paid by householders for canned single-strength orange juice during May was a little above the average paid for an equivalent amount of frozen concentrated orange juice on a reconstituted basis.

Canned grapefruit juice purchased by householders during May was equal to about 766,000 cases of No. 2 cans, slightly more than in the preceding month, but down 30 percent from a year earlier (fig. 5). The average price paid—about 27 cents per 46-ounce can—was up 6 cents from May a year ago. Families that bought grapefruit juice during the month purchased an average of almost two of the 46-ounce cans, about 11 ounces less than a year earlier.

Consumers bought about one-sixth less orange-grapefruit blended juice during May than a year earlier (fig. 5). Purchases were equal to about 380,000 cases of No. 2 cans. They paid an average of about 29 cents per 46-ounce can, up nearly 6 cents from May 1952. Fewer families bought blended juice than a year earlier and their average purchases of 1.8 of the 46-ounce cans were down by 10 ounces.

Purchases of canned and bottled lemon juice by householders during May were equal to 61,000 cases of No. 2 cans, compared with 67,000 cases a year earlier. Consumers paid an average of almost 12 cents per 5½-ounce can for lemon juice during May, a little more than in the preceding month, and about 2 cents more than a year earlier. Lemon juice was bought during the month by 3 out of 100 families and their purchases averaged about 20 ounces per family. Household purchases of canned and bottled lemon juice and frozen juice during the month, however, were equal to 73,000 boxes of fresh fruit, practically unchanged from a year ago (fig. 3).

Householders bought about the same amount of pineapple juice during May as in April, but almost one-tenth less than a year earlier. Prices paid averaged almost the same as for canned single-strength orange juice, about 31 cents per 46-ounce can, a little more than a year earlier (table 1). More families bought pineapple juice than canned single-strength orange juice, but their purchases averaged about 1½ of the 46-ounce cans compared with about 2-1/3 cans of orange juice.

Householders continued in May to buy a record volume of tomato juice, a little more than the equivalent of 2,000,000 cases of No. 2 cans. They paid an average of almost 27 cents per 46-ounce can, about 1 cent less than in other recent months but almost the same as a year earlier (table 1). About 22 out of 100 families bought tomato juice during the month. Purchases per family buying averaged 91 ounces, the same as for canned grapefruit juice.

Purchases of prune juice by households during May--equal to about 420,000 cases of No. 2 cans--were down somewhat from the record level of April. This volume, however, was about one-tenth more than in May last year. Prices paid averaged $33\frac{1}{2}$ cents per 32-ounce bottle, up slightly from a year ago.

FRESH CITRUS FRUIT

Householders bought about the same volume of fresh oranges during May as in this month of recent years--almost 2,900,000 boxes. California-Arizona oranges, however, accounted for a much larger share of total fresh orange purchases by households than in other years, while Florida oranges accounted for a smaller share (fig. 6). This is the result of a larger than normal crop of Navel oranges in California-Arizona and to late maturing of Florida Valencia oranges in addition to a somewhat smaller crop of Florida Valencia oranges this season. Of this total, about 1,350,000 boxes were identified as California-Arizona oranges and nearly 1,440,000 boxes as Florida oranges. Compared with a year ago, household purchases of California-Arizona oranges in May were more than half again as large while purchases of Florida oranges were down one-fourth.

Consumers paid an average of 41 cents per dozen for California-Arizona oranges in May, down about 1 cent from a year earlier, and 37 cents per dozen for Florida oranges, up nearly 2 cents (fig. 6).

Almost 25 families per 100 bought California-Arizona oranges during May, compared with 18 a year earlier (table 3). In addition to more families buying California-Arizona oranges, the average purchases of buying families for the month rose from 2 dozens to $2\frac{1}{3}$ dozens. On the other hand, 17 families per 100 bought Florida oranges during May, compared with 24 per 100 a year earlier. Average purchases of families buying Florida oranges, however, rose from $2\frac{1}{3}$ dozens to $2\frac{1}{2}$ dozens.

Householders bought almost 1,450,000 boxes of fresh grapefruit during May, nearly one-fifth less than in May 1952 (fig 2). They paid an average of 96 cents per dozen for grapefruit during the month. Fewer families bought grapefruit than in May a year ago, 24 compared with 28 per 100 families. Families buying during the month averaged purchasing about 9 grapefruit, compared with almost 10 in May a year ago.

Consumers bought a little more than 300,000 boxes of fresh lemons during May, about the same as a year earlier. Purchases of frozen and canned lemon juice combined were also practically unchanged. However, purchases of concentrates for lemonade were up sharply, resulting in a gain of about 7 percent in purchases on a fresh equivalent basis of these products and fresh lemons (fig. 3). Lemons cost households an average of almost 43 cents per dozen in May, $1\frac{1}{2}$ cents less than a year ago (fig. 8).

DRIED FRUIT

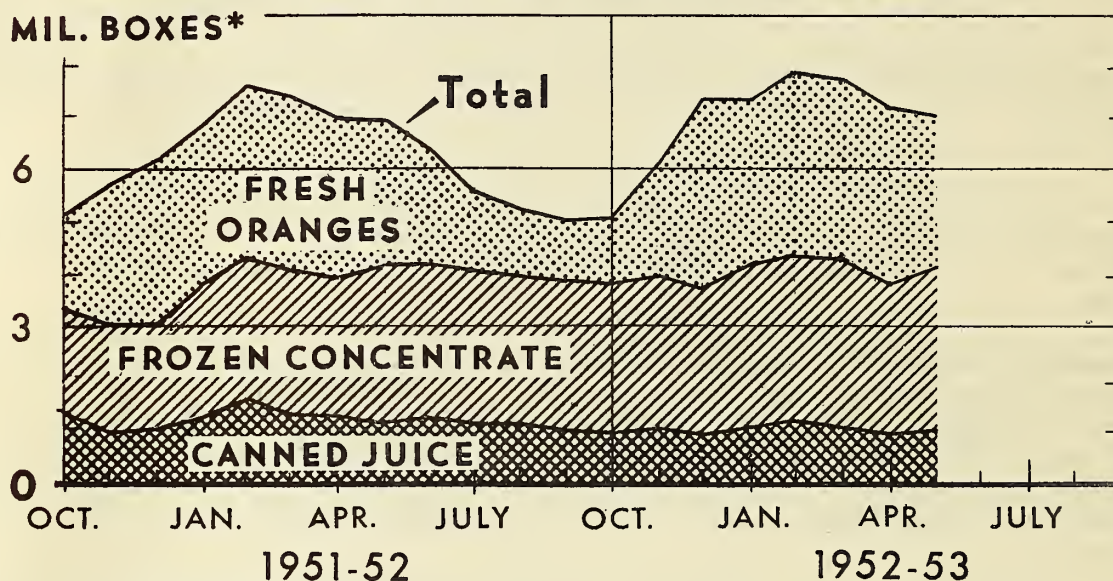
Householders bought about 5,330 tons of dried prunes in May, nearly 5 percent more than in the same month last year (fig. 9). An increase in the number of families buying dried prunes compared with a year earlier was responsible for the larger purchases. Although purchases declined from the April level, the decline was smaller than a year ago. Prices paid for dried prunes averaged 26.6 cents per pound, almost as high as in April, and nearly 2 cents above the average last May. About one family in eight bought dried prunes during the month.

For the period October 1952 - May 1953, total household purchases of dried prunes were practically unchanged from a year earlier. Prices consumers paid for dried prunes during this period, however, averaged slightly higher than a year ago.

Purchases of about 390 tons of dried apricots reported by consumers were about equal to those in May last year (table 4). Prices paid for dried apricots, however, averaged 72 cents per pound during the month— 8 cents more than in May 1952. Total purchases during the months of October 1952 - May 1953, were about 10 percent less than a year earlier, reflecting in part the substantially higher level of dried apricot prices that has prevailed this year.

Dried peaches bought by householders totaled approximately 325 tons during the month, at an average price of 47 cents per pound (table 4). These purchases were up slightly over last May, although prices paid averaged 5 cents per pound higher. For the 8 months October - May, the amount purchased by U. S. families was more than a tenth less than in these months last year. Prices of this dried fruit, so far, have also averaged somewhat above the levels of the previous marketing season.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

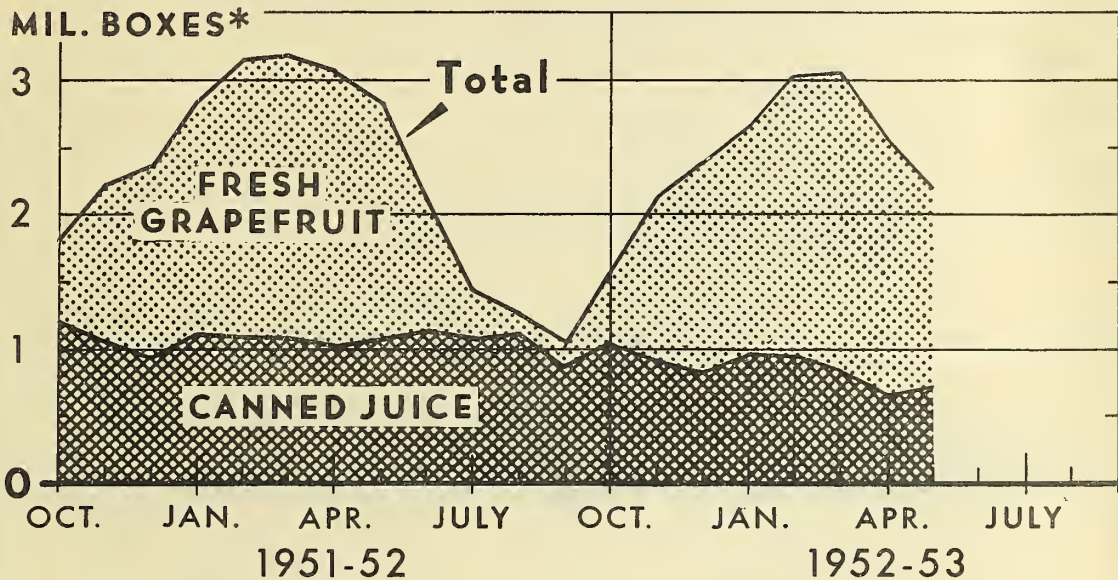
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>	<u>1,000</u>
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	1,261	1,824	2,868	2,021	1,000	1,312	5,129	5,157
November	2,240	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December ^{2/}	7,759	8,202	9,277	6,609	3,121	3,649	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March	3,397	3,301	3,252	2,737	1,016	1,399	7,665	7,437
October-March ^{2/}	18,667	18,775	19,597	15,338	6,732	8,358	44,996	42,471
April	3,310	3,103	2,893	2,616	986	1,310	7,189	7,029
May	2,835	2,846	3,113	2,977	1,020	1,168	7,013	6,991
June		2,174		2,976		1,295		6,445
October-June ^{2/}		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,850		1,116		5,283
September		1,147		2,822		1,004		5,041
Season ^{2/}		31,738		33,908		15,923		81,569

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

^{2/} The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKFT RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

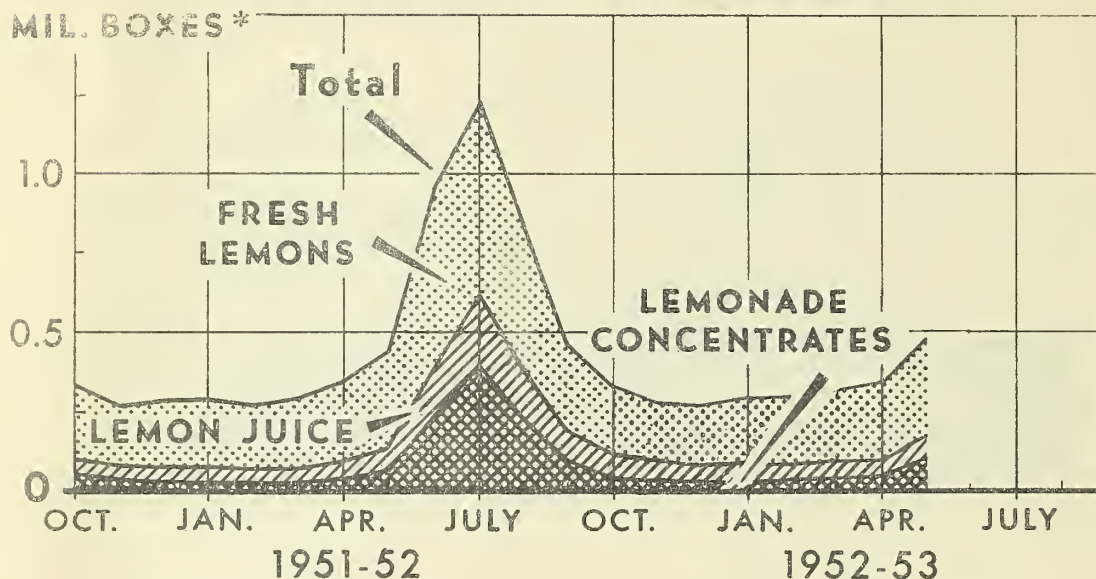
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice ^{1/}		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December ^{2/}	3,738	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	913	1,099	3,006	3,132
March	2,216	2,113	835	1,082	3,051	3,195
October-March ^{2/}	10,284	10,026	5,884	7,056	16,168	17,082
April	1,848	2,061	687	1,018	2,535	3,079
May	1,446	1,760	748	1,083	2,194	2,843
June		986		1,133		2,119
October-June ^{2/}		15,147		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season ^{2/}		15,907		13,849		29,756

^{1/} These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

^{2/} The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/	634	683	191	160	88	92	95	106	920	949
January	210	206	57	53	20	22	24	24	291	283
February	218	202	47	45	23	18	27	23	292	270
March	229	218	57	51	29	21	33	25	319	294
October-March 3/	1,346	1,369	368	318	165	156	186	182	1,900	1,869
April	242	251	52	60	39	33	45	38	339	349
May	307	308	73	72	87	55	95	65	475	445
June		577		144		205		239		960
October-June 3/		2,589		615		469		547		3,751
July		598		225		336		400		1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season 3/		4,012		1,130		1,134		1,298		6,440

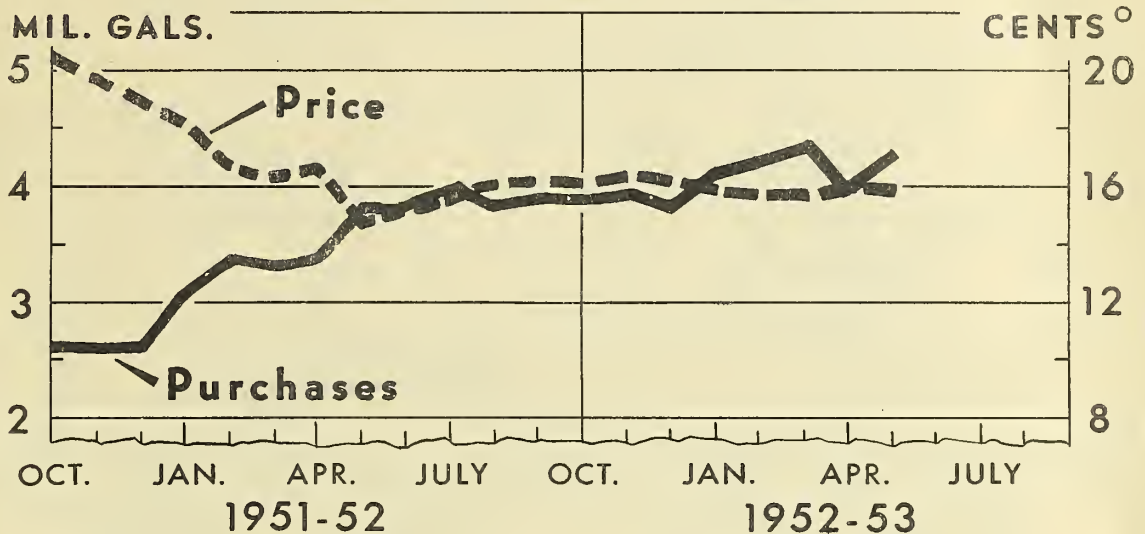
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	1,000 gallons	1,000 gallons	Cents	Cents
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December 1/	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March	4,359	3,314	15.8	16.3
October-March 1/	26,353	19,096		
April	3,963	3,350	16.0	16.5
May	4,265	3,812	15.9	14.8
June		3,811		15.3
October-June 1/		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		16.2
Season 1/		43,521		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

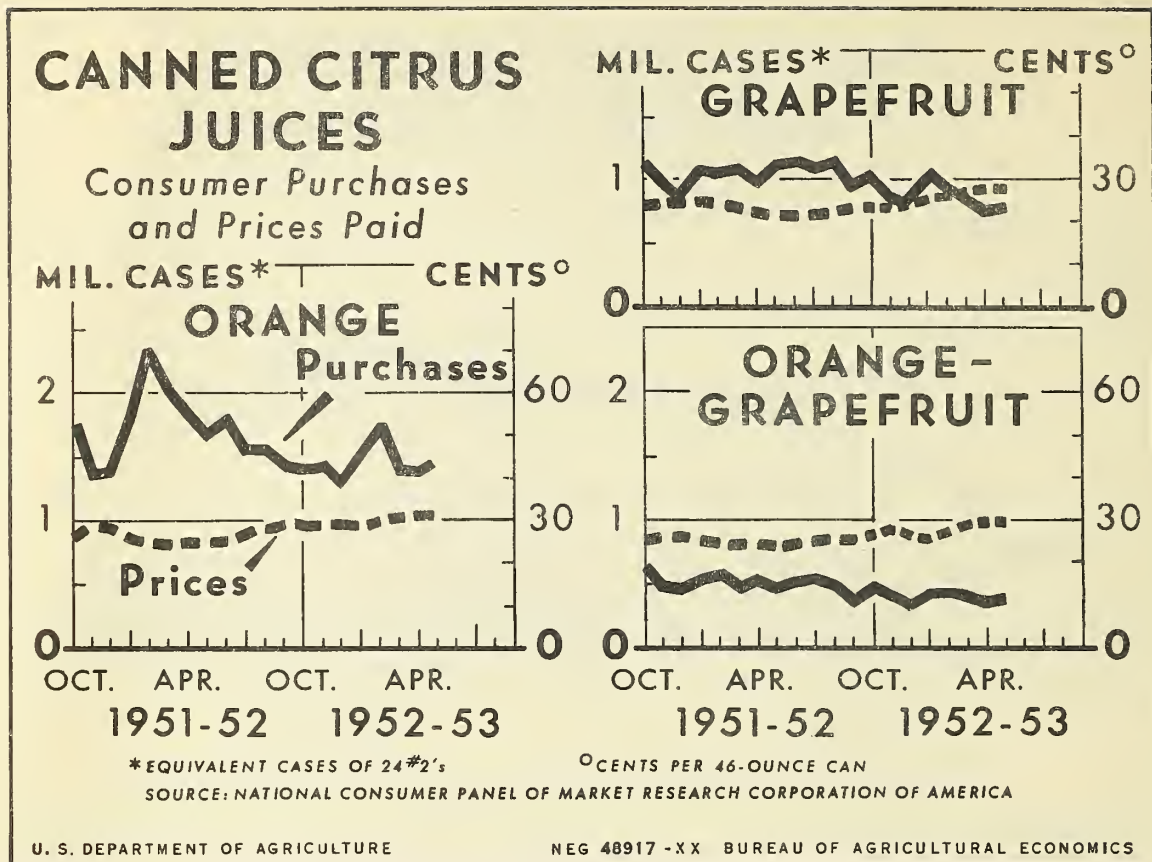


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹	1952-53 ¹	1951-52 ¹
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.6	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,068	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	24.6	915	1,041	26.0	23.1	452	557	27.4	24.4
March	1,411	2,016	30.5	24.4	840	1,062	27.0	22.2	408	474	29.2	23.4
October-March 2/	9,414	11,570			5,859	6,692			2,640	3,343		
April	1,402	1,817	30.6	24.9	704	988	27.2	21.9	352	506	29.2	24.0
May	1,440	1,615	30.9	25.1	766	1,091	27.2	21.2	383	460	29.2	23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,428		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

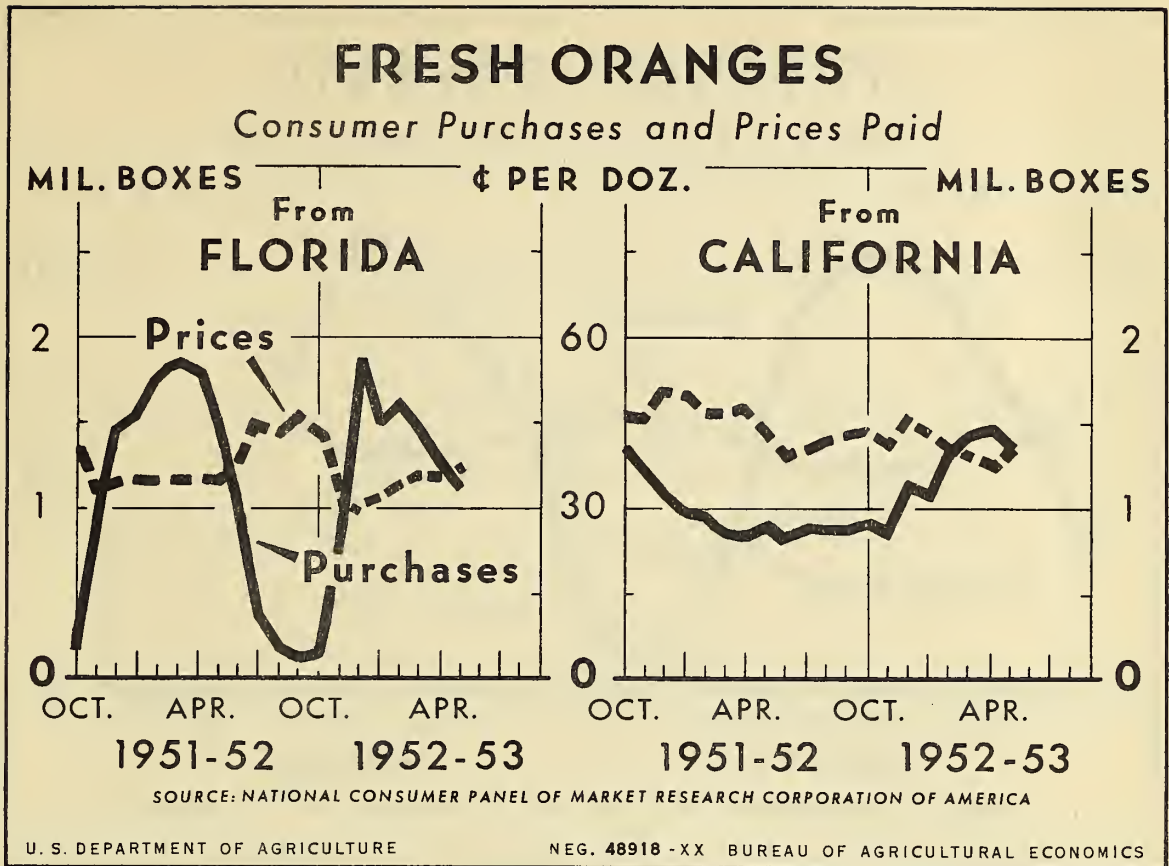


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	1,000	1,000			1,000	1,000		
November	138	166	42.4	40.7	933	1,371	43.3	47.0
December	947	981	30.3	32.8	866	1,186	41.7	45.2
October-December 1/	1,870	1,468	29.3	34.8	1,147	1,116	45.8	50.8
	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March	1,474	1,869	35.6	34.8	1,444	862	39.3	46.6
October-March 1/	8,252	8,572			7,233	6,917		
April	1,347	1,809	35.6	35.3	1,494	826	38.9	47.2
May	1,137	1,521	37.0	35.2	1,352	885	41.1	42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

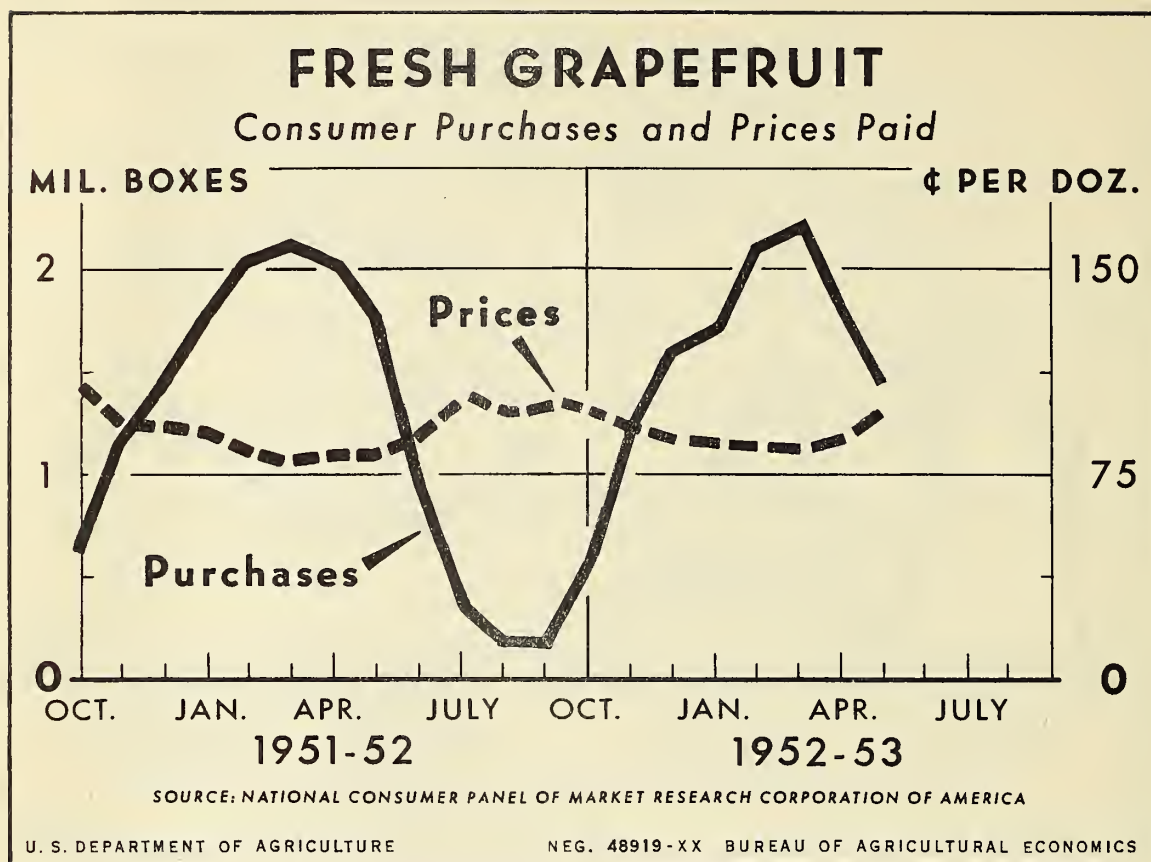


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March	2,216	2,113	84.4	81.8
October-March 1/	10,284	10,026		
April	1,848	2,061	88.9	83.0
May	1,446	1,760	95.9	84.4
June		986		90.9
October-June 1/		15,147		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

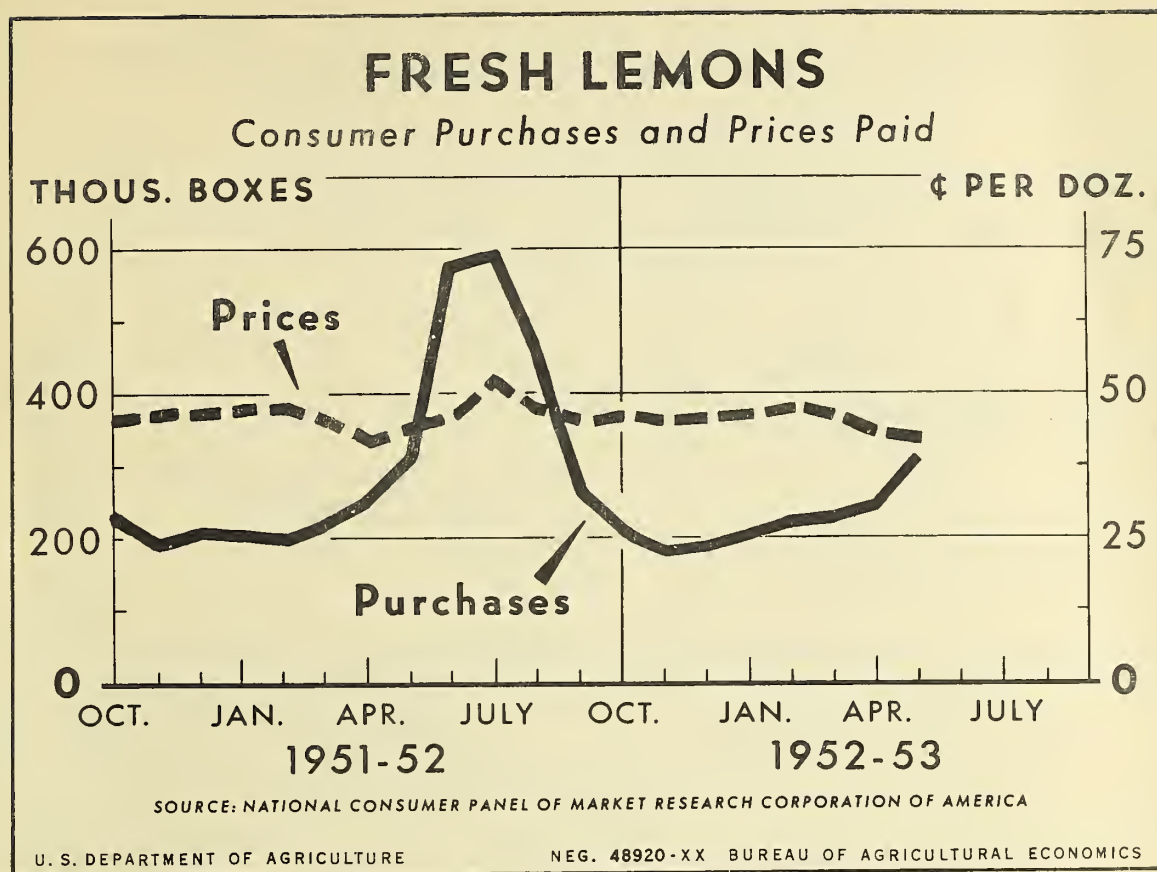


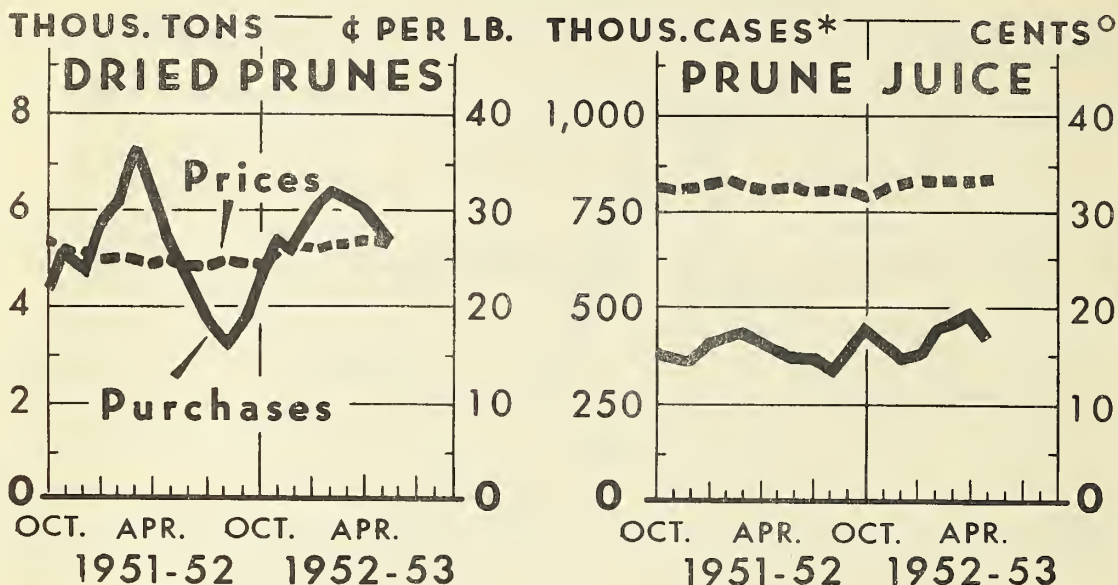
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.1	46.8
October-December ¹ / ₃	634	683		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March	229	218	45.9	45.9
October-March ¹ / ₃	1,346	1,369		
April	242	251	43.8	42.9
May	307	303	42.7	44.2
June		577		45.6
October-June ¹ / ₃		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season ¹ / ₃		4,012		

¹/₃ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's

^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices per pound		Purchases		Average prices per 32 oz. bottle	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	26.3	25.4	375	357	32.7	32.5
October-December 2/	16,204	15,871			1,317	1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	445	33.1	32.9
March	6,278	7,276	26.7	24.5	454	435	33.1	32.5
October-March 2/	36,945	37,068			2,711	2,578		
April	6,083	6,110	27.0	24.5	491	417	33.2	32.2
May	5,326	5,112	26.6	24.7	422	379	33.5	32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single-strength juices and ades: U. S. total consumer purchases and average prices, May 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	13.4	15.2	1,440	1,615	1.8	1.7	60.8	63.5	46	30.9	25.1
Grapefruit	8.0	10.2	766	1,094	1.6	1.5	56.8	67.9	46	27.2	21.2
Orange & gpft. blend	4.1	4.9	383	460	1.5	1.5	55.2	62.2	46	29.2	23.7
Tangerine	1.0	1.6	67	102	1.2	1.3	48.0	48.5	46	27.5	21.3
Lemon	3.0	3.3	61	67	1.3	1.2	15.4	15.3	5 1/2	11.9	9.8
Grape	5.5	5.3	247	227	1.5	1.4	31.0	29.9	32	34.3	37.5
Pineapple	14.8	16.7	1,165	1,279	1.5	1.5	49.6	50.6	46	30.8	28.3
Prune	6.1	5.9	422	379	1.8	1.7	35.6	36.2	32	33.5	32.1
Tomato	22.0	20.3	2,050	1,743	1.7	1.7	53.5	48.9	46	26.6	27.1
Total 2/	51.7	54.1	7,385	7,746	2.8	2.8	49.0	50.5			
Canned ades											
Orangeade	3.4	3/	330	3/	1.5	3/	65.2	3/	46	28.2	3/

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, May 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
					1953	1952	1953	1952			
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	27.8	25.7	4,265	3,812	2.5	2.4	17.5	17.2	6	15.9	14.8
Grape	4.5	3.5	251	181	1.6	1.5	10.3	9.9	6	21.4	22.0
Other concentrates	1/	1/	241	89	1/	1/	11.6	13.9	6	17.9	14.0
Total 2/	29.6	27.0	4,757	4,184	2.8	2.7	16.5	16.4			
Ade bases											
Frozen											
Concentrate for lemonade	5.3	4.0	336	212	1.4	1.4	13.1	11.0	6	16.7	15.1
Shelf pack											
Orangeade	2.2	3/	170	3/	1.6	3/	13.4	3/	6	16.0	3/

1/ Information not available.

2/ Total includes small purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

3/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, May 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	24.8	18.1	1,352	885	2.2	2.0	12.6	12.1	41.1	42.2
Florida	17.0	23.6	1,137	1,521	2.3	2.2	13.1	12.7	37.0	35.2
Unidentified	9.4	9.9	382	414	1.6	1.7	12.4	12.0	36.8	38.2
Total 1/	44.3	44.4	2,885	2,846	2.4	2.4	12.7	12.4	39.0	38.1
Grapefruit										
California-Arizona	3.9	3.8	209	215	1.7	1.7	5.7	4.9	70.6	78.2
Florida	13.5	16.1	771	970	2.1	2.2	4.0	4.3	101.7	85.3
Unidentified	8.8	10.1	399	463	1.7	1.7	4.1	4.4	98.8	85.3
Total 1/	24.0	28.3	1,446	1,760	2.2	2.2	4.2	4.4	95.9	84.4
Lemons	23.8	24.3	307	308	1.6	1.7	6.3	6.2	42.7	44.2
Total	58.3	60.3	4,638	4,916	3.4	3.5	9.2	8.8	46.3	45.9

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price May 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	1.9	1.9	386	371	1.1	1.2	12.7	11.8	72.0	64.3
Peaches	1.4	1.4	326	305	1.3	1.2	13.9	13.2	46.7	41.5
Prunes	11.6	11.3	5,326	5,112	1.4	1.4	24.1	23.9	26.6	24.7

National Consumer Panel of Market Research Corporation of America.

